

JOB DESCRIPTION

JOB TITLE: Health Education Coordinator

GRADE: 20

JOB CODE: 2812

EST. DATE: 7-1-06

GENERAL FUNCTION: Under general direction of the Health Education Director or Public Health Director performs work of considerable difficulty and judgment within the Local Health Department by planning and implementing a comprehensive public health education program for staff, individuals, groups, and communities in order to promote healthy lifestyle choices and to reduce health risks. Stimulates development of cooperation among personnel responsible for community health education programs. Provides at least 50% of the time in coordinating and supervising professional health education staff.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES:

Coordinates the identification and assessment of health education needs and the available resources.

1. Utilizes various methods and tools to assist in conducting a community assessment and to identify and establish priorities of health issues.
2. Participates in the collection of information regarding health issues within the community.
3. Interprets the results of the community assessment and communicates the results to the community.
4. Effectively utilizes computer skills to access on-line databases for health information, including Kentucky health indicators and data, such as the Behavior Risk Factor Surveillance System (BRFSS), Youth Behavior Risk Factor Surveillance System (YBRFSS), annual Kentucky health reports, etc.
5. Utilizes available community resources and makes referrals, as appropriate.
6. Coordinates health screenings, as assigned.
7. Compiles statistical information for health program needs and assists with the analysis of data to determine need for health education. Prepares written reports for submission to the Health Education Director or Public Health Director.

Participates in health education program planning.

1. Selects, develops, utilizes and evaluates health education curriculum.
2. Participates in the analysis of health data using appropriate methods, as indicated.
3. Develops goals and objectives and plans for group program implementations in order to promote health education in the community.

4. Provides coordination of community health activities, such as health fairs, etc.
5. Develops and provides in-service education to staff, teachers, volunteers and other community groups.

Promotes positive health behaviors and works to reduce or eliminate health risk behaviors.

1. Provides services according to the guidelines set by the Public Health Practice Reference/Administrative Reference (PHPR/AR).
2. Provides consultation and assistance in the selection, development, utilization and evaluation of health education curriculum and materials to community organizations, local professional groups, public and private schools and various agencies.
3. Shares health information with the public relative to the specialized program to which assigned.
4. Distributes health education materials by a variety of methods.
5. Establishes working relationships with the community, work, industry and school system personnel to promote the development of health promotion and prevention and is knowledgeable of available community resources and community partners.
6. With direction of the Health Education Director, teaches appropriate aspects of health education in the work, community and school settings.
7. Exchanges information with various organizations and agencies concerning the health needs of the county, district or community either informally or through formal presentations. Arranges for resource personnel, as necessary.
8. Disseminates and/or supervises the dissemination of health information to the public relative to the health education programs.
9. Utilizes community radio, television and newspaper contact personnel in disseminating public health information.
10. Assembles materials to be utilized in health education program presentations.
Assembles visual aids, printed and art materials. Takes photographs that can be used in health educational activities. Prepares materials for health education tape/slide presentations. Prepares exhibit materials for special projects.
11. Utilizes selected educational methods and materials that are appropriate to the language, culture, reading level and needs of the targeted audience. Utilizes instructional equipment and other instructional media effectively.
12. Writes public service announcements (PSA) for the newspaper, radio and television. Submits written material to the Health Education Director or Public Health Director for approval.

13. Assures that educational information and materials are up to date, accurate, reliable and of importance to the community members and LHD staff.
14. Demonstrates an understanding of cultural competency, learning readiness, adult learning theory and group dynamics, as they relate to the impact on public health education.
15. Participates as a team member and encourages health education staff to practice professionally as team members.
16. Refers to Health Education Director or Public Health Director, as needed.

Documents services provided in a professional manner and maintains confidentiality.

1. Demonstrates an awareness of Health Insurance Portability and Accountability Act (HIPAA) and Occupational Safety and Health Administration (OSHA) guidelines.
2. Utilizes and accurately documents services on the Community Reporting Form (CH-48), Community Action on Tobacco Evaluation System (CATALYST) Reporting Form and Healthy Start Reporting Form, as appropriate.
3. Utilizes the Patient Services Reporting System (PSRS), as indicated.

Participates in the health education evaluation process.

1. Distributes group evaluation forms.
2. Observes staff conducting programs, monitors appropriate reports and surveys for effectiveness of health education staff.
3. Completes self-evaluation of presentation skills and identifies needs for improvement.
4. Receives health education activity reports, evaluates reports and utilizes them for planning and performance evaluation purposes.
5. Evaluates program effectiveness and develops plans for increasing effectiveness in the future.
6. Prepares written report of evaluation findings, as directed, and submits to Health Education Director or Public Health Director for review.

Communicates effectively both in writing and orally, including documentation, record keeping and correspondence.

1. Uses appropriate communication strategies to affect positive health outcomes.
2. Selects a variety of communication methods and techniques to communicate health education information.
3. Listens to others and shares knowledge in a non-judgmental manner.
4. Presents health information in an objective manner, respecting diverse opinions of the targeted audience.
5. Utilizes various strategies for dealing with controversial health issues.

Provides leadership to health educators and senior health educators within the agency.

1. Supervises a staff of health educators for a local health department in providing a comprehensive health education program.
2. Completes performance evaluations of assigned health educators within the agency.
3. Promotes problem solving skills and applies various methods of conflict resolution.

Practices with professionalism and accountability as employee of the local health department.

1. Adheres to local health department attendance and punctuality policies.
2. Organizes, prioritizes and provides services in a timely and cost-effective manner.
3. Prioritizes work assignments to accomplish job tasks.
4. Practices fiscal responsibility through timely correct coding of employee time sheet, Community Reporting Form and other forms, as appropriate to assignment.
5. Adheres to the health educator code of ethics.

Develops and implements a plan of continued professional growth and development.

1. Reviews technical literature and attends meetings and training sessions to keep abreast of scientific, educational and medical developments in health education that may enhance the effectiveness of state, district, or county public health education methodology and strategy.
2. Attends job related training, including National Incident Management System (NIMS), Occupational Safety and Health Administration (OSHA) and other annual updates.
3. Considers Certified Health Education Specialist (CHES) certification. Participates in continuing education offerings provided by the local or state agencies, as appropriate to position.

Demonstrates a commitment to a healthy and safe work environment.

1. Follows established federal, state or local policies, procedures and programs relating to health and safety in the workplace.
2. Takes steps to promptly correct hazardous conditions.
3. Regularly participates in training and education in safety practices and procedures, such as annual OSHA training.

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Participates in the Local Health Department's Bioterrorism and Disaster Preparedness activities.

1. Is aware of general contents of agency's Emergency Operations Plan.
2. Identifies role in Emergency Preparedness and Response.
3. Identifies agency's chain of command and management system for emergency response.
4. Participates in Bioterrorism and Emergency Preparedness drills.

SUPERVISION RECEIVED: Receives general direction, working from broad goals and policies only. Participates heavily in setting own work objectives.

SUPERVISION EXERCISED: Serves as a supervisor for health educators and/or support staff, as assigned.

JOB SPECIFICATIONS:

Knowledge:

- Considerable knowledge of the effect that biology, lifestyle, environment and personal health care delivery system have on the health status of community members.
- Considerable knowledge of data collection and evaluation techniques appropriate to the identification and definition of health education program needs.
- Considerable knowledge of educational program development, as it relates to the preparation of health education displays, lectures, written material, and classroom programs.
- Considerable knowledge of assessment and evaluation tools used to evaluate the needs and subsequent effectiveness of a health education program.
- Considerable knowledge of the standard procedures and services of the local health department.
- Considerable knowledge of the organization and functions of official and voluntary health agencies.
- Working knowledge of leadership and management principles.
- Considerable knowledge of the basic concepts of physical and mental health
- Considerable knowledge of the availability and accessibility of community and public health resources.
- Considerable knowledge of the role of health workers of various disciplines.
- Considerable knowledge of oral and written communication techniques.
- Considerable knowledge of audio-visual production techniques.
- Considerable knowledge of the procedures for developing and preparing news releases, feature stories, and/or scripts.

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Skills:

- Considerable skill in identifying and evaluating the community health needs and the resources available.
- Considerable skill in the preparation and use of educational literature and audio-visual aids
- Considerable skill in making oral presentations in instructional programs.
- Considerable skill in communicating effectively with the general public.

Abilities:

- Considerable ability to utilize computerized health information retrieval systems.
- Considerable ability to develop cooperative working relationships with other service providers, community members and to function well as a team member.
- Considerable ability to assess and evaluate the needs and subsequent effectiveness of a health education program.
- Considerable ability to plan and implement appropriate health education changes, improvements and/or new health education programs.
- Good ability to apply individual or group process methods, as appropriate, to learning situations.
- Considerable ability to disseminate and interpret timely information to the community on health status, health prevention, health maintenance, and entrance into the health care delivery system.
- Considerable ability to develop effective professional working relationships with school system personnel, community organizations, media personnel, etc.
- Considerable ability to assist in the organization and coordination of health education events and activities.
- Good ability to supervise, coordinate, and/or provide consultation to less experienced health educators.

Minimum Education, Training and Experience Requirements:

A Master's Degree from an accredited college or university with a major in Health Education or Community/Public Health Education. Four (4) years experience in public health education required.

OR

A Bachelor's degree from an accredited college or university with a major in health education, public/community health, or school health education. Five (5) years in public health education experience required.

NOTE: To replace Health Education Coordinator (2801) by 7-1-07. Title change, Increase in Grade and change in minimum requirements.

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The intent of this job description is to provide a representative summary of duties and responsibilities that will be required of positions given this title and shall not be construed as a declaration of the specific duties and responsibilities of any particular position. Employees may be requested to perform job-related tasks other than those specifically presented in this description.